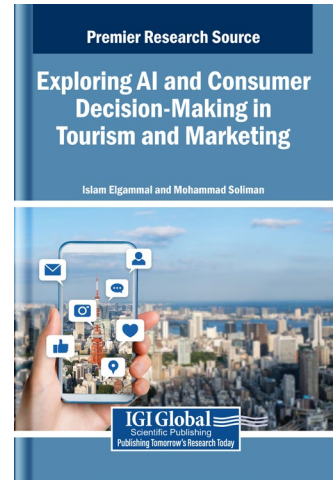


Exploring AI and Consumer Decision-Making in Tourism and Marketing

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Description:

Artificial intelligence (AI) changes the way consumers make decisions in tourism and marketing. From personalized travel recommendations to dynamic pricing and targeted advertising, AI tools shape how people search for, choose, and experience destinations and services. AI continues to influence consumer behavior, including how data-driven technologies impact trust, choice, and satisfaction. However, various ethical, social, and economic implications of using AI in these industries remain, raising important questions about privacy, transparency, and the human touch in consumer experiences. Further research may reveal the lasting impact of intelligent technologies in hospitality and tourism practices.

Exploring AI and Consumer Decision-Making in Tourism and Marketing explores how AI technologies influence consumer decision-making in tourism and marketing, including personalization, recommendation systems, and targeted advertising. It examines the effects of these tools on consumer behavior, trust, and engagement, as well as the ethical and practical challenges they present for businesses and consumers. This book covers topics such as advertising, ethics and law, and sociology, and is a useful resource for engineers, business owners, sociologists, academicians, researchers, and data scientists.

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- Artificial Intelligence
- Business Intelligence
- Consumer Experiences
- Data Science
- Economics and Economic Theory
- Ethics and Law
- Hospitality and Tourism
- Marketing and Consumer Science
- Personalized Travel
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Classification: Edited Reference

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